



Mental Health Association of Arizona  
6411 E. Thomas Rd., Scottsdale, AZ 85251

Seeds of Success  
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# Mission

The Mental Health Association of Arizona promotes good mental health and works on behalf of all people living with mental illness by advocating, educating and shaping public policy.



Mental Health Association of Arizona  
proudly presents

2006



## Seeds Strategies for Stopping Stigmas



THE 19TH ANNUAL SEEDS OF SUCCESS SYMPOSIUM  
Monday & Tuesday, October 2 & 3, 2006  
Black Canyon Conference Center • 9440 N. 25th Avenue • Phoenix, Arizona

### Who Should Attend

- Behavioral health care professionals
- Business and community leaders
- Mental health care consumers and family members
- Policy makers and law enforcement
- Community advocates
- Educators and students

### Objectives

- Raise awareness of stigmas associated with mental illness, their impact on individuals and families, in places of work, systems of care, and communities
- Clarify how stigma differs across cultures and in faith-based communities
- Raise awareness about the causes and consequences of stigma in the work place, the media, and in relationships between consumers and professionals
- Develop strategies to reduce stigma in all forums related to the recovery process
- Initiate ongoing dialogue between professionals, consumers and their families on existing and new strategies to reduce stigma in the lives of persons with mental health disorders

### Continuing Education Credits

- Intermediate to Advanced Learning Levels – Contact Hours: 14.5
- Certificates of attendance will be issued, which can be submitted to the Arizona Board of Behavioral Health Examiners
- This program is co-sponsored by the Arizona Psychological Association and the Mental Health Association of Arizona. AzPA is approved by the American Psychological Association to offer continuing education for psychologists. AzPA maintains responsibility for the program.
- CE's pending pre-approval by NASW-AZ

### Sponsored In Part By:



ARIZONA DEPARTMENT OF HEALTH SERVICES/  
DIVISION OF BEHAVIORAL HEALTH SERVICES



### Contributors • Supporters • Friends

APS

Arizona Behavioral Health Corporation

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Southwest Behavioral Health Services

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Triple R Behavioral Health Services

Brochure design courtesy of Lori Lieber Graphic Design, Inc.



### Mental Health Association of Arizona

MHA of Arizona is a 501(c)(3) non-profit agency which has served the people of Arizona since 1954. We are an affiliate of the National Mental Health Association and a United Way primary partner. Our programs include community education and outreach, information and referral, advocacy, peer support groups and suicide prevention.



Mental Health Association of Arizona

6411 E. Thomas Rd.  
Scottsdale, AZ 85251  
(480) 994-4407 or 1 (800) 642-9277



**7:00-8:00 am** Registration, Continental Breakfast & Networking

**8:00-8:15 am** **Welcome**  
Leslie Leighninger, PhD, MHA-Arizona Board President

Ann Marie Berger, MHA-Arizona Executive Director

**8:15-8:45 am** **Opening Remarks**  
Governor Janet Napolitano (*invited*)

**8:45-10:00 am** **Keynote**  
**Don't Call Me Nuts! Beating the Stigma of Mental Illness**  
Patrick Corrigan, PsyD, Executive Director, Center for Psychiatric Rehabilitation; Principal Investigator, Chicago Consortium for Stigma Research

**10:00-10:15 am** Networking Break

**10:15-11:15 am** **Concurrent Sessions**

**Don't Call Me Nuts! A Master's Class**  
Patrick Corrigan, PsyD, Professor, Institute of Psychology, Illinois Institute of Technology, Chicago Consortium for Stigma Research

*Expands upon the keynote presentation with special focus on self-stigma and ways to change it.*

**De-Stigmatizing Asperger Syndrome: Navigating the Social World**  
Paul Carollo, MC, NCC, LPC, Touchstone Behavioral Health

*Explores ways to reduce stigma experienced by youth and adults having Asperger Syndrome by assisting them in traversing the complex social world.*

**Stigma in the Behavioral Health Workplace**  
Layne Stromwall, PhD, Associate Professor, ASU School of Social Work

Kathy Bashor, MC, Clinical Mentor, ValueOptions  
*Results and implications of a statewide survey of peer mentors' and behavioral health clinicians' perceptions of stigma in the workplace.*

**11:15-11:30 am** Networking Break

**11:30 am-12:30 pm** **Concurrent Sessions**  
**Promoting Rural Mental Health – Strategies to Reduce Stigma**

Dennis Mohatt, MA, Director, WICHE Center for Rural Mental Health Research  
*Focuses on the unique ways stigma manifests within the rural setting for both the mental health consumer and professional and explores strategies to surmount them.*

**Improving Inclusion of Parents with Mental Illness on IEP and Child & Family Teams**  
Jill McCollum, MA, Developmental Specialist, Private Practice

*Dual stigmas often result when both a parent and their school-aged child have mental illness. Discusses ways educators, case managers, school psychologists and therapists can accommodate mentally ill parents to ensure greater success and participation as full team members*

**Efforts to Eliminate Discrimination – What's Happening in Arizona?**  
Arizona Anti-Stigma Workgroup Members:  
Kathy Bashor, MC, Clinical Mentor, ValueOptions  
Maria Esposito, System of Care Coordinator, NARBHA  
Vicki Johnson, LMSW, Executive Director, M.I.K.I.D.  
Tom Kelly, Consumer Advisor-TA, Cenpatico

Mary Robson, Executive Director, NAMI-Arizona  
Moderator: Sherri Walton, MHA-Az Board Member  
*A look at how the RHBA's and NAMI-Arizona are developing and implementing programs to reduce and eliminate stigma around the state.*

**This Treatment Isn't Working...Could It Be Me?**  
Bob Bohanske, PhD, Southwest Behavioral Health Services  
Michael Franczak, PhD, Marc Center Behavioral Health  
*Examines self-stigmatizing attitudes which can be deterrents to seeking behavioral health care. Includes approaches and tools for changing negative thinking patterns to realize greater success in engagement and participation in treatment.*

**12:30-12:45 pm** Networking Break

**12:45-2:00 pm** **Luncheon Keynote**

**Mental Illness and the Media: From Stigma to Terrorism**  
David Altheide, PhD, Arizona State University School of Justice & Social Inquiry

**2:00-2:15 pm** Networking Break

**2:15-3:15 pm** **Concurrent Sessions**

**Protecting Youth with Mental Illness in Our Schools**  
Jerri Katzerman, Attorney, Special Education  
*What you need to know as a parent, service provider and educator about how the law protects the educational rights of youth having behavioral health disorders related to school discipline, suspension, expulsion.*

**Developing Inclusive Faith Communities: Mental Health Outreach**

Mary Beardsley-King, MS, First United Methodist Church  
Rev. Scott Ritchey, United Methodist Outreach Ministry  
Moderator, Jose Ashford, PhD, Professor, ASU School of Social Work & MHA-Az Board Member  
*Explores the fundamentals of developing and operating a mental health outreach program – obtaining approval from faith leadership and support from congregants, barriers and successes in operating the program and evaluating progress.*

**Rallying the Media Around Your Cause**  
Heather Cobb, Senior Director, Media Relations, National Mental Health Association

*Nuts and bolts of crafting your messages, selecting medium or media, developing your strategy, implementing your media program and evaluating your efforts.*

**Professionals with Mental Illness – To Disclose...or Not?**  
Ellen Canacakos, JD, MC, LPD  
Jim Chappell, Vice President, Johnson Bank Arizona  
Moderator: Rhonda Baldwin, MHA-Az Board Member  
*Discusses risks, rewards and reasons around the question of disclosure faced by mental health consumers in professional positions. Examines supports helpful in planning around workplace demands and stressors to minimize symptoms and maximize effectiveness.*

**3:15-3:30 pm** Break & Networking

**3:30-4:30 pm**

**Finding the Camel Within**  
Lorraine Calbow, MC, Emeritus Faculty & Founder, South Mountain Community College - Storytelling Institute  
*Hear and interact with stories that will help you remember your passion and your gifts.*

**7:30-8:00 am** Registration, Continental Breakfast & Networking

**8:00-8:30 am** **Welcome & Opening Remarks**  
Cheryl Collier, Past Executive Director, MHA-Arizona  
Susan Gerard, Director, Arizona Department of Health Services

**8:30-9:45 am** **Keynote**

**Stigma & Mental Illness: Eliminating the New Source of Discrimination Against Persons of Color**  
King Davis, PhD, Executive Director, Hogg Foundation for Mental Health, Robert Lee Sutherland Chair in Mental Health & Social Policy

**9:45-10:00 am** **Community Recognition**  
Presentation of Cheryl Collier Award, Clifford Beers Award & Youth Awards

**10:00-10:15 am** Networking Break

**10:15-11:15 am** **Concurrent Sessions**

**Applying Strategies for Reducing or Eliminating Stigma**  
King Davis, PhD, Executive Director, Hogg Foundation for Mental Health, Robert Lee Sutherland Chair in Mental Health & Social Policy  
*Participants will identify, explore, and evaluate a variety of strategies for reducing and eliminating stigma and a preliminary plan for applying them.*

**Inclusion in the Workplace – Creating Shelter from Stigma**

Teri Ingram, LCSW, MSW  
Karen Leverenz, LISAC, MA, Terros, Inc  
*Building awareness of how subtle and obvious forms of stigma impact the role and productivity of employees with mental illness, with an emphasis on navigating the workplace social environment.*

**Stigma in Native American Communities: Causes, Consequences and Strategies for Change**

Albert Long, Navajo Nation, Director Special Projects, Division of Health Services  
Priscilla Foote, MSW, Director, Gila River Behavioral Health  
Moderator: Edwin Gonzales Santin, MSW, Director, American Indian Projects, Arizona State University  
*An exploration of cross-cultural variations in stigma.*

**11:15-11:30 pm** Networking Break

**11:30-12:30 pm** **Concurrent Sessions**  
**Connecting with the Culture of Generation.com**  
Calvin Terrell, BA, CEO, Social Centric Training & Consulting

*Activities and discussion focused on the interests and passions of current child and youth cultures and the adult role and responsibility regarding modeling, avoiding stigma, and developing healthy relationships.*

**Blazing Trails – Lessons from the Trenches**  
Mary Jo West, Director, Public Relations, Bashas' Markets  
*Lessons learned and shared on blazing trails and busting stigma in the media and public relations sectors to bring mental health issues out in the open.*

**Workplace Strategies to Increase Access to Behavioral Health Services**  
Denise Podeschi, PhD, Principal, Mercer Health & Benefits LLC  
*Examines essential elements for increasing visibility of available behavioral health benefits that improve access to care.*

**Promotoras: A Cultural Strategy for Stopping Stigma**

Leticia D'Amore, MSW, Manager  
Norma Garcia-Torres, MPA, BSW, Bureau Chief, Arizona Department of Behavioral Health Services/  
Division of Behavioral Health Services, Substance Abuse Treatment & Prevention  
*How these natural helpers can impact anti-stigma efforts within multicultural communities.*

**12:30-12:45 pm** Networking Break

**12:45-2:00 pm** **Luncheon Keynote**  
**Perceived vs. Measured Stigma Against Workers with Mental Illness**  
Marjorie Baldwin, PhD, Director, Arizona College of Public Health, Division of Health Administration & Policy

**2:00-2:15 pm** Networking Break

**2:15-3:15 pm** **Concurrent Sessions**  
**Supports For The Employee With Mental Illness – Workplace Accommodations that Really Work**

Marjorie Baldwin, PhD, Director, Arizona College of Public Health, Division of Health Administration & Policy  
*Results of individual semi-structured interviews conducted with persons having serious mental illness who are working or have worked in competitive jobs, and employers who have supervised persons with mental illness in a competitive workplace.*

**Overcoming Stigma in Recovery Systems: Goal Setting & Skill Development**  
Vicki Staples, MEd, Bureau Chief-Adult Services, Arizona Department of Health Services/Division of Behavioral Health Services  
William Kennard, PhD, BCRP Consulting/Boston University

*Focuses on non-stigmatizing methods for determining readiness for goal-setting and increasing commitment to change through skill development.*

**The Power of Expression**  
Kathy Bashor, MC, ValueOptions  
Garland Jackson, C.H.E.E.E.R.S.  
Nanette Tanner, PSA Art Awakenings  
Moderator: Camille Smith, LPC, ATR, BHP  
Art Awakenings Program & Marketing Director  
*Explores ways in which artistic expression empowers persons with mental illness. Looks at how public perception can be influenced through the recognition of shared commonalities expressed in art and ways to utilize art exhibits as education and advocacy tools.*

**Become A Psychiatric Nurse?! Stigma Within the Nursing Profession**  
Judith Pickens, Ph.D., RN, ASU College of Nursing  
*Examines how the stigma experienced by mental health professionals compares to the stigma experienced by mental health consumers.*

**3:15-3:30 pm** Networking Break

**3:30-4:30 pm**  
**Collaborative Roundtables & Call To Action**  
Roger Hughes, PhD, Executive Director, St. Luke's Health Initiatives

**4:30-4:45 pm** **Closing Announcement**  
Ann Marie Berger, Executive Director, MHA-Arizona

*Topics and speakers are subject to change.*



- Please submit one completed form per registrant.
- Payment by check, credit card or purchase order must accompany registration form.
- Registration fees are non-refundable. A donation acknowledgement can be provided upon written request.

**Please register me for:**

- ☐ Full Two-Day Symposium–\$235  
Includes continental breakfast & lunch both days, materials & certificate of attendance
- ☐ Early Registration - \$210 (payable by 9/8/06)
- ☐ Consumer      ☐ Senior      ☐ Student - \$99  
Includes continental breakfast & lunch both days, materials & certificate of attendance

- ☐ One Day Only - \$130  
Includes continental breakfast, lunch, materials and certificate for day of attendance only.  
\_\_\_\_Monday \_\_\_\_Tuesday

TOTAL AMOUNT ENCLOSED WITH REGISTRATION: \$ \_\_\_\_\_

A limited number of individual scholarships are available for primary mental health consumers requiring financial assistance. Contact MHA-Az for a Scholarship Request Form. Complete and submit the form with a letter indicating how you and/or the community will benefit from your attendance at the Symposium. Requests must be received no later than September 15, 2006.

Name & Credentials:\_\_\_\_\_

Title & Organization:\_\_\_\_\_

Mailing Address:\_\_\_\_\_

Phone:\_\_\_\_\_ Fax:\_\_\_\_\_

Method of Payment:

- ☐ Enclosed is my check or purchase order for \$\_\_\_\_\_  
*Please make check payable to Mental Health Association of Arizona*
- ☐ Please charge to my credit card (Visa, MasterCard and American Express accepted)

Credit Card #:\_\_\_\_\_

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Signature:\_\_\_\_\_ Date:\_\_\_\_\_

*If ADA accommodations are required, contact MHA-Az by September 25, 2006.*

THE BLACK CANYON CONFERENCE CENTER IS LOCATED AT  
9440 N. 25TH AVE., PHOENIX, AZ 85021

Please mail, fax or deliver registration with full payment to:  
Mental Health Association of Arizona  
6411 E. Thomas Rd., Scottsdale, AZ 85251  
Fax: 480-994-4744 E-mail: general@mhaarizona.org  
Phone: 480-994-4407 or 800-642-9277 (outside Maricopa County)